PHILIP MORRIS
U.S.A.
120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

April 25, 1995

Ms. Donna Morgan
Arena Productions, Inc.
7324 Southwest Freeway, Suite 290
Houston, TX 77074

Re: Virginia Slims Legends

Dear Donna:

As previously discussed, Philip Morris policy precludes the inclusion of celebrity photographs in advertisements for Philip Morris sponsored events. Therefore, when producing advertising for the Virginia Slims Legends concert, if you choose to include celebrity photographs, you may not include the Virginia Slims brand name.

Thank you for your anticipated sensitivity to what we view as a very important issue.

Sincerely,

Edna Moore
Group Manager
Event Marketing

EM/mdp
cc: Ina Broeman

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